

A photograph of a person sitting on a couch, reading a large blue book. Two young children are sitting in front of them, looking at the book. The child on the left is wearing a pink shirt and blue jeans, with their feet visible. The child on the right is wearing a pink shirt. The person reading is wearing a dark grey shirt and blue jeans. The background is a blue textured wall.

Talk. Read. Sing.
It changes everything®

State Commission Meeting
July 28, 2016



Introduction



"Everybody here is a big fan of First 5 California. When we endorse a product or service on the air, we always make sure it means something to us and that we really, really believe in that product."

*"First 5 California, what you're doing, what you're trying to establish, the way you're teaching people, helping parents in those first five formative years, **we believe in that very strongly.**"*



-Valentine in the Morning
Sean Valentine, Radio Personality
Top-Rated Morning Show in LA



Strategy

Take *Talk. Read. Sing.* to another level by continuing to highlight the three campaign pillars:

Trusted sources

- Leverage a wide variety of relatable, credible voices to deliver our message.

Urgency

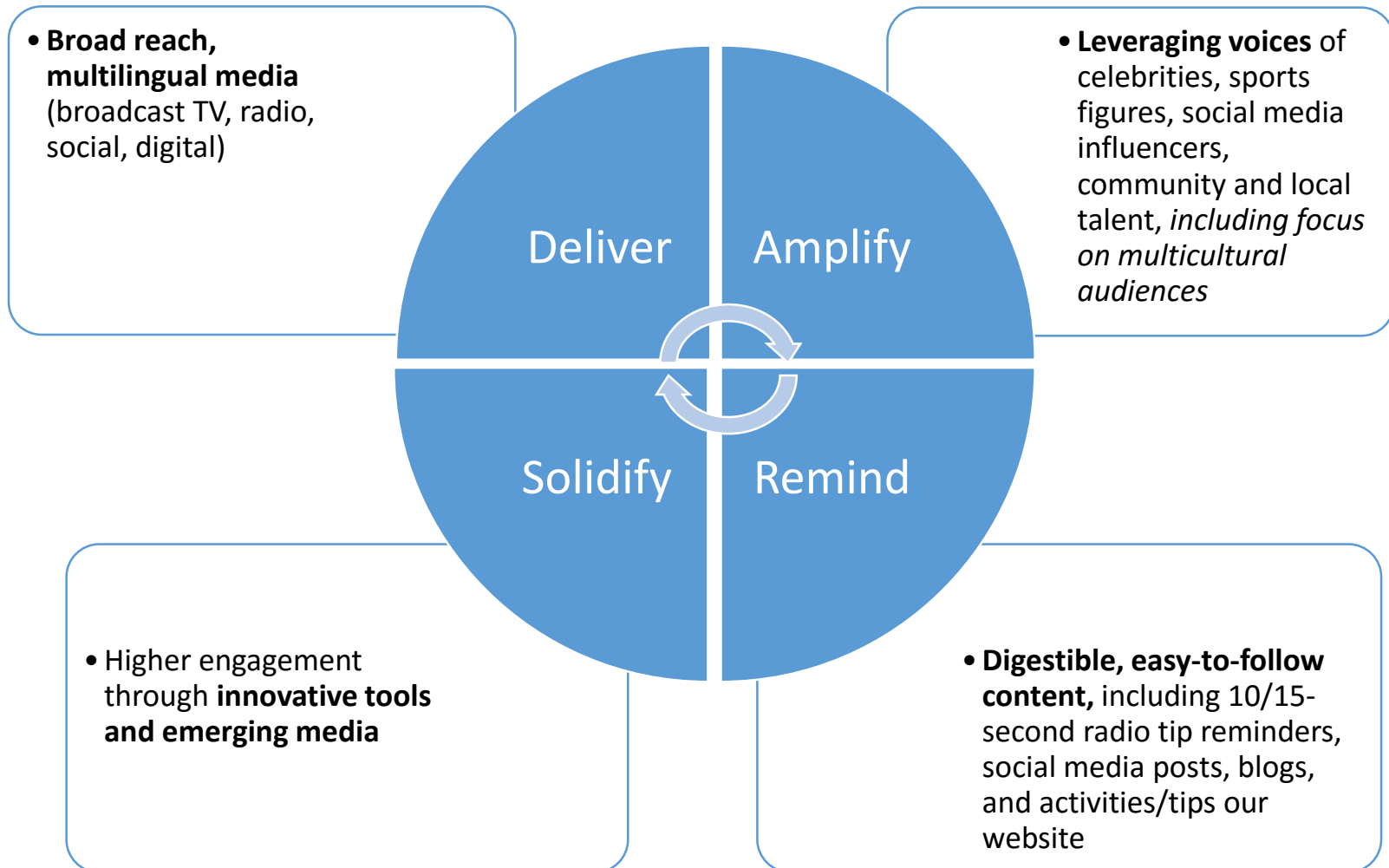
- Share the latest in brain science as it pertains to early brain development.

Tools and tips

- Motivate and empower parents through storytelling and sharing; provide a powerful emotional connection and stimulus for talking, reading, and singing.



Powering a movement in surround sound



Powering the Movement:

A Solid Creative Strategy



Real People, Real Stories: The Core of our Campaign

Campaign kicked off with a series of TV spots featuring authentic stories of “How I Really Got Here.” These vignettes emphasize:

- Disadvantaged/challenged backgrounds
- Hard work, discipline
- Early caregiver/parent **talking, reading, and singing** that influenced them



Former NASA astronaut **Jose Hernandez**



Sergeant Emada Tinigirides



Powering the Movement:

How We Reached Our Audiences



Media Overview: Delivered 548.4 Million Impressions

January – June, 2016

		FIRST 5 CALIFORNIA 1ST AND 2ND QUARTER, 2016 MEDIA FLIGHTING																											
CALIFORNIA PARENTS OF CHILDREN 0-5 TARGET: A18-49 HHI <\$75K	CORE	JANUARY							FEBRUARY							MARCH							APRIL						
		28	4	11	18	25	1	8	15	22	29	7	14	21	28	4	11	18	25	2	9	16	23	30	6	13	20		
TV: ENGLISH AND SPANISH 30-SECOND PRODUCED SPOTS - 11 Markets																													
TV: ENGLISH AND SPANISH CUSTOM 30-SECOND TV EXECUTIONS																													
STREAMING TV: ENGLISH 30- AND 15-SECOND SPOTS																													
ASIAN TV: 30-SECOND SPOTS - LA, SF AND CENTRAL VALLEY (INCLUDES HMONG)																													
RADIO: ENGLISH AND SPANISH 60-, 30- AND 15-SECOND SPOTS - 22 RATED MARKETS AND 22 NON-RATED STATIONS IN HARD TO REACH COUNTIES																													
RADIO: ENGLISH AND SPANISH CUSTOM 30-SECOND RADIO																													
RADIO: HARD TO REACH SPANISH-SPEAKING COMMUNITIES (INCLUDES MIXTECO)																													
RADIO: 10, 15-SECOND TIPS - 19 RATED MARKETS																													
DIGITAL (INCLUDES SEARCH AND PAID SOCIAL)																													
EXPRESS																													
IN-STADIUM EXECUTION																													
SOCIAL MEDIA																													
CUSTOM DOCTOR'S OFFICES (MESMERIZE)																													
SCHOLASTIC																													
PSA AND COMMUNITY RELATIONS																													
AFRICAN AMERICAN OUTREACH																													
ASIAN AMERICAN OUTREACH																													



Fraser Obtained Added Free Media

First 5 California received over **\$6.8MM in additional media value – more than 70% of the planned media expenditure** in 1st and 2nd quarters, 2016.

- Free media from over-delivery, bonus, custom elements, and the addition of cable at no added cost generated over **128 million impressions** across 1st and 2nd quarters.
- Nearly **\$2.5MM in additional savings from** negotiations funded:
 - 80%+ of added summer/fall cable and upcoming custom fall executions, streaming TV and PBS activity
 - Half of the cost of the ongoing custom TV and Radio executions
 - 100% of our new TV spot production
 - Custom elements and added weight will generate 45 million+ impressions through 3rd quarter



TV and Radio



UNIVISION



Talk. Read. Sing. It changes everything.
FIRST5CALIFORNIA.COM
COMCAST/NBCUNIVERSAL

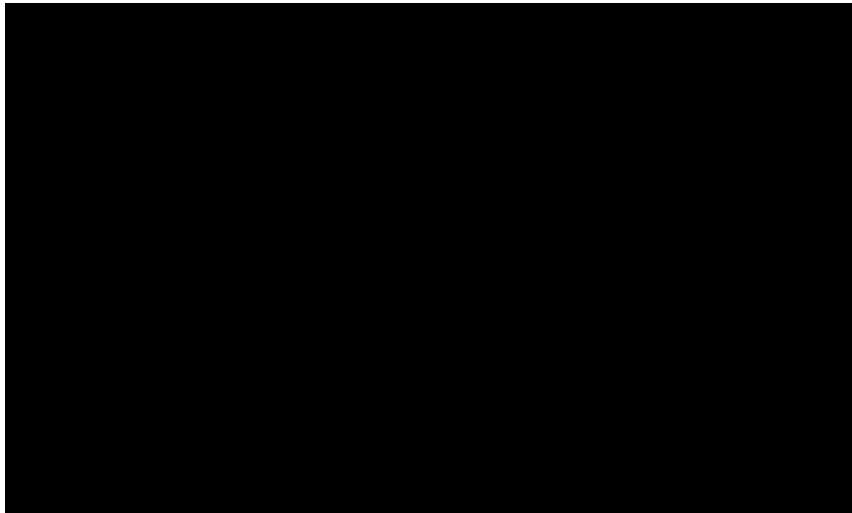


WEST



Custom TV Highlights

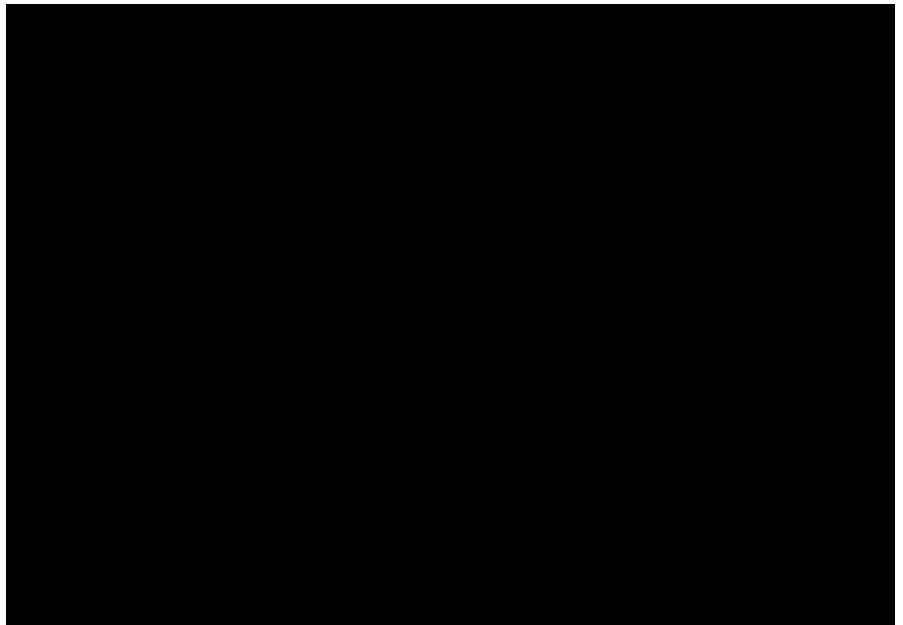
Amy G – “On Being Mom” Sports
Journalist CSN Bay Area



Mellisa Paul “Mother’s Day” ABC10 Sacramento



Univision
Omar & Argelia



Jill – “Special Needs” ABC10 Sacramento



PSA/Public Affairs Outreach

TV

- First 5 California TV spots run as public service announcements (PSAs) aired nearly 1,500 times, generating **2.5 million impressions**.
- Media value of **\$125,000**.

Radio

- First 5 California radio PSAs have aired 1,100 times in English and Spanish generating **over 2 million impressions**.
- Media value of **\$40,000**.

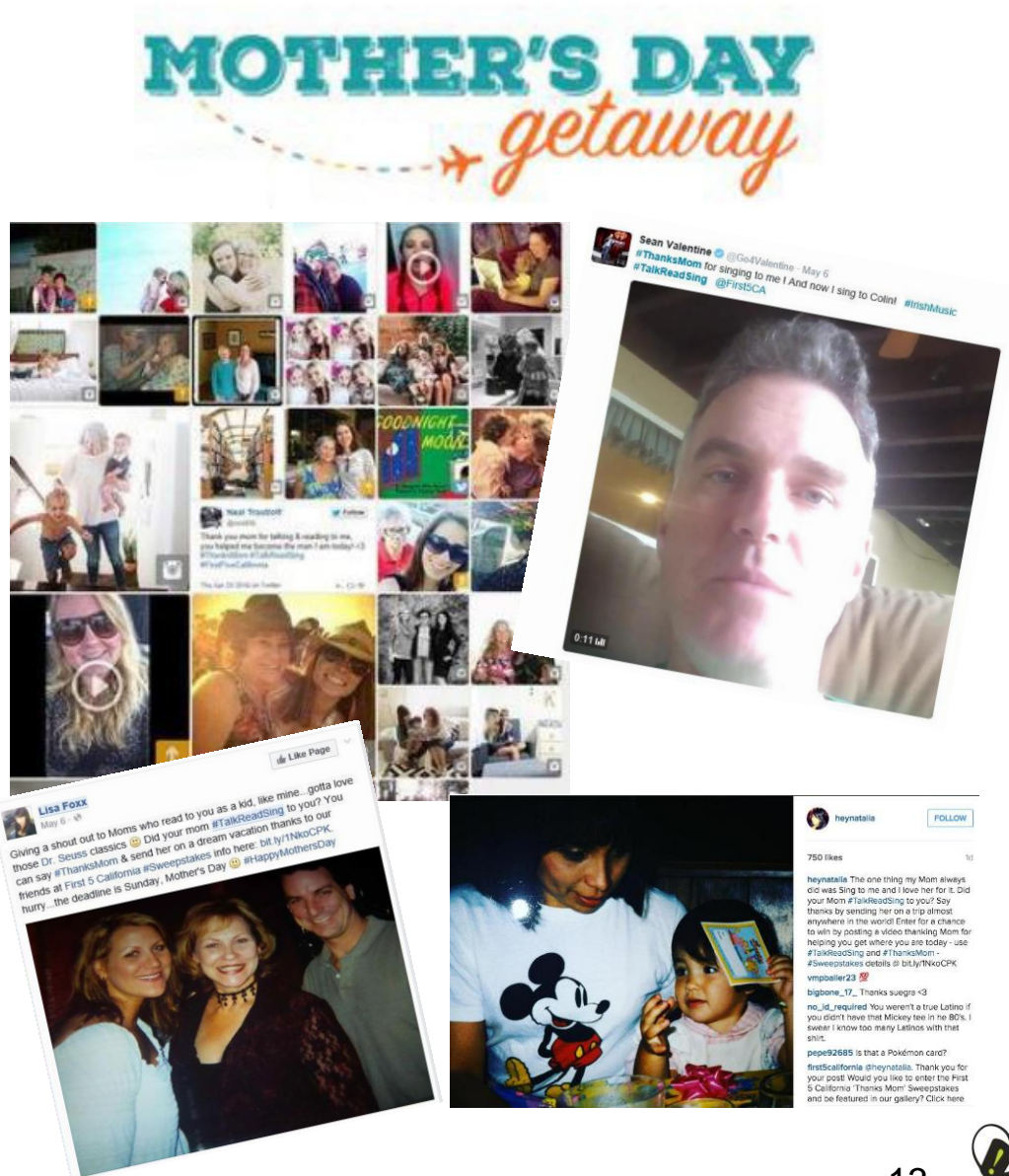
Interviews

- 10 Public Affairs interviews with First 5 California representatives (including Diane Levin and Jose Hernandez) with radio station groups in:
 - Fresno, Los Angeles, Modesto, Monterey, Sacramento, Salinas, San Bernardino, San Francisco, and Stockton.
- More continue to be scheduled through July and August.



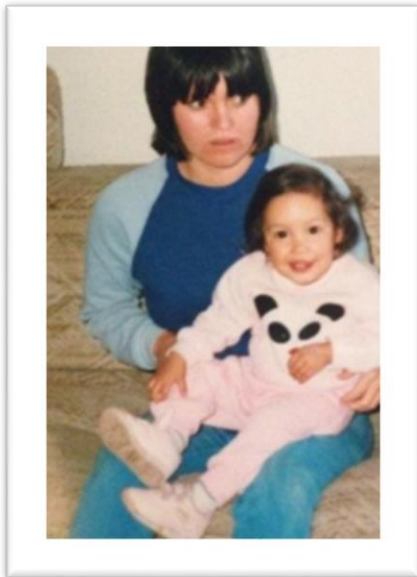
Added Free Media: Mother's Day Promotion with iHeart Radio

- Collaborated with iHeart Radio to create an exciting platform to thank Mom while promoting the importance of talking, reading and singing to children right from the start.
- Program, valued at more than \$550k, was negotiated as added value.



Added Free Media: Mother's Day Promotion with iHeart Radio

- Campaign generated nearly 300 posts across various social media channels, all of which promoted motivational messages surrounding TRS while creating authentic, user-generated content.
- Celebrity DJs and popular personalities across the state joined in giving thanks to their own mothers while promoting the campaign and #talkreading.
- More than **1.6 million impressions** and over **3,700 clicks** were recorded.
- More than 200 qualified entries were received; our winner (chosen at random) was Carla Hernandez from Alameda, who is taking her mom to Hawaii!



Reaching Audiences Using Trusted Voices: Radio Talent

Enhanced effort to engage dads with *Talk. Read. Sing.* messaging:

- Valentine in The Morning (KBIG 104.3) in-program live integration, on-air promotion to share *Talk. Read. Sing.* stories on social media and posts by Valentine in the morning over a 4-week period from July 4th to July 28th.

The screenshot shows the 104.3 MYfm website. At the top, there's a navigation bar with links for 'On-Air', 'Music & More', 'Photos', 'Win', and 'Contests'. Below this is a 'Listen Live' button and a 'Now Playing' section. The main content area features a large banner with a photo of a man and a young boy. The banner text reads: 'Crazed, Tired, Hectic?? Check out Val's tips on how to **Talk. Read. Sing.**® to your young kids even when life gets busy. Are you a busy parent-but still find time to talk, read and sing to your child? Share your tips on how busy parents can interact with their young child and encourage them to learn even when life gets hectic. Interacting with your child from birth is important for: Brain development, Motor skills, Language development, and more. More Tips'. Below the banner is a section titled 'Val's ENCOURAGING You To TALK, READ & SING To Your Children!' with a sub-header 'Share your tips on how you interact with your child here!'. To the right of this section is a smaller image of a baby with the text 'Read to me every night. Exercise my brain, and make my future bright. More Tips'. The bottom of the page has a 'Connect with MYfm' link.

The screenshot shows a social media post by Sean Valentine (@Go4Valentine) dated Jul 7. The post text is: '#TalkReadSing with @First5CA #ValentineInTheMorning #RobertFrost'. Below the text is a video player showing a man and a young boy. The video player has a progress bar at 0:02 / 1:26.

104.3
MYfm
MORE MUSIC MORE VARIETY



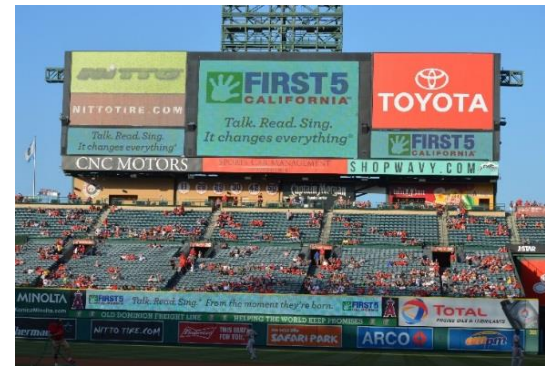
Reaching Audiences Using Trusted Voices: Sports Figures

- First 5 California collaborated with ESPN and former NBA champion Mychal Thompson, father of Golden State Warrior Klay Thompson and Trayce Thompson of the Los Angeles Dodgers, to create special content in honor of Father's Day.
 - Emotional videos on ESPN (30 second and 2-minute versions) served as a platform for Mychal to share his reflections on what led to his sons' success – it all started with talking, reading, and singing.
 - Videos reached nearly 90k viewers, garnering 1,377 engagements and serving as excellent Father's Day content for First 5 California.
- Custom ESPN execution featuring Mychal Thompson across radio, digital and social June 6th to July 31st:
 - Radio in LA and San Francisco
 - Long-form 2-minute video ran on ESPN LA social and Warriors ESPN page
 - Custom :15 and :30 video to run on ESPN.com and WatchESPN app as pre-roll



Reaching Audiences Using Trusted Voices: Sports Figures

- Featured in-stadium signage, promotion, custom player PSAs, and custom Spanish-language radio broadcast elements.
- Fox SoCal and Comcast Sports Bay Area (June 13th to August 28th)
 - 30-second custom spots to air on cable and on in-stadium jumbo-tron featuring Angels and Giants players (Hector Santiago, Gregorio Petit, and Javier Lopez)
 - Additional radio support during the baseball season June 27th to October 2nd
 - Time Warner/Charter cable LA (June 13 to September 4)
 - :15 custom spots to air in Dodger games starting June 13th to September 4th



Ethnic & Multicultural: Broadcast Overview

Asian In-Language

- Custom television and radio ran across 8 weeks in multiple languages in hard-to reach communities across California:
 - **KSCI LA TV:** Chinese (Cantonese and Mandarin), Korean, Filipino (Tagalog)
 - **Crossings TV** Bay Area and Sacramento/Central Valley:
 - 13 hard-to-reach counties in Central Valley: El Dorado, Placer, Sacramento, San Joaquin, Yolo, Merced, Sutter, Nevada, Yuba, Stanislaus, Kings, Fresno, Butte
 - Chinese (Cantonese and Mandarin), Vietnamese, Filipino (Tagalog), Hmong

Spanish and Indigenous Languages

- Custom radio :60s ran on **Radio Bilingue** and **La Campesina** on 11 stations across 8 markets.

Russian In-Language

- Custom TV in Russian language programming in the Central Valley

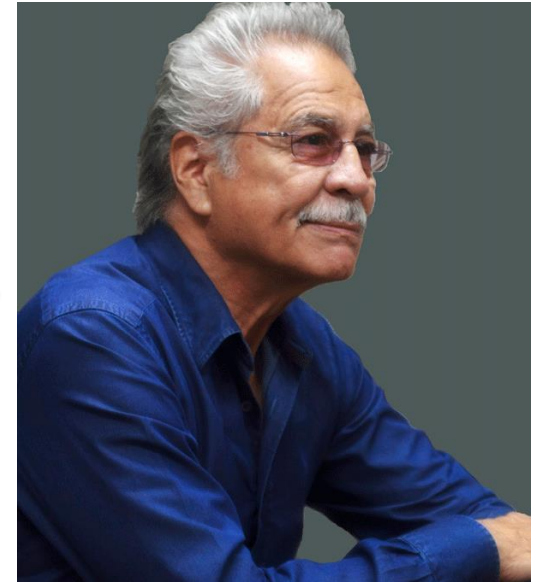


Ethnic & Multicultural: Custom Content Highlights

Extending our “How Did I Really Get Here” in the local communities

Radio Bilingue: Reuben Martinez

- “A library card will take you further than a driver’s license.” – Reuben
- Custom, long-form radio spot that highlighted a unique story about Reuben Martinez, who purchased a barbershop in downtown Santa Ana and converted it into a bookstore - the first of its kind in this neighborhood!
- Throughout the spot, Reuben shared the importance of talking, reading, and singing from birth, and how reading is an integral part of his life.



Crossings TV: Nancy Hur

- Software Company Executive and Philanthropist; Korean immigrant
- Custom, in-language (Korean) TV spot that highlighted Nancy’s successful journey thanks to her parents’ early talking, reading, and singing



Digital Summary

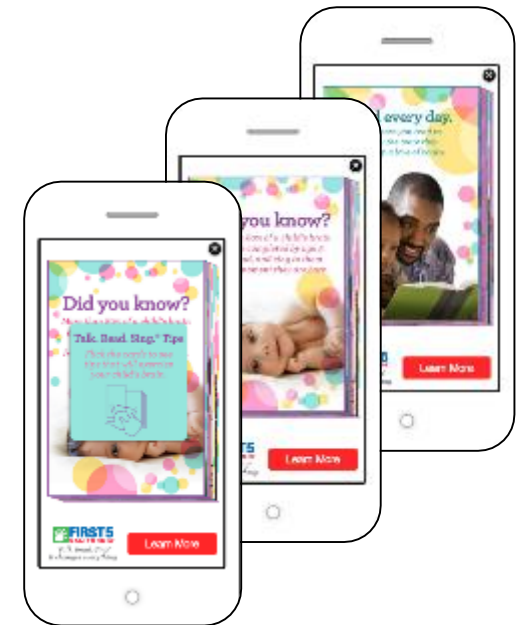
Site Direct

- Sites include BabyCenter, CBS Local, and Pandora.
- Custom executions in addition to banners included social posts on Facebook and Twitter, native articles/blog posts, mobile app in-feed, as well as branded wallpaper and homepage takeovers

Digital

- Digital banners and pre-roll ran across multiple networks that included placements on hundreds of sites targeted to our audience.
- Specific executions included:
 - Swiping the *Talk. Read. Sing.* tip cards to interact
 - Expandable banners including the “How Did I Get Here” spots and *Talk. Read. Sing.* tips

An estimated **21 million impressions** were served to users on desktop and mobile over the 6-month period.

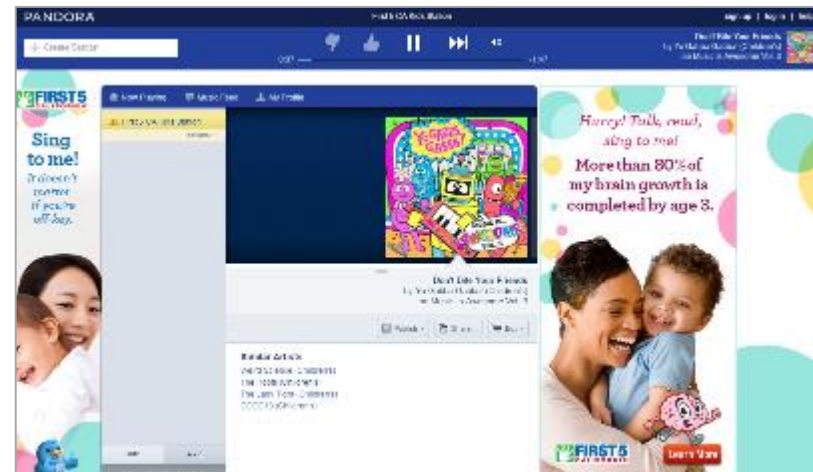
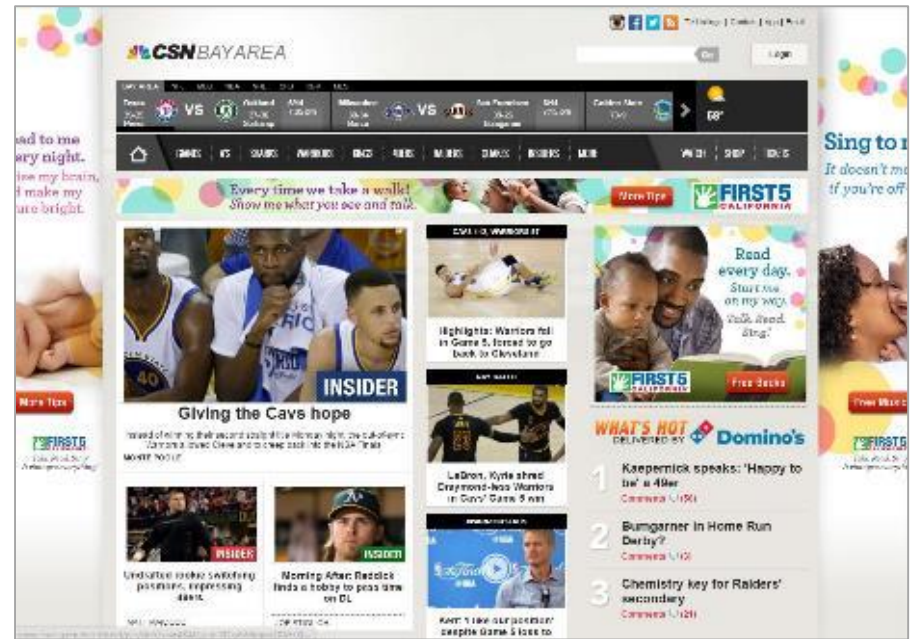


Digital Highlights



Custom mobile ad units are seeing a 5x better engagement than standard ads

CBSLOCAL



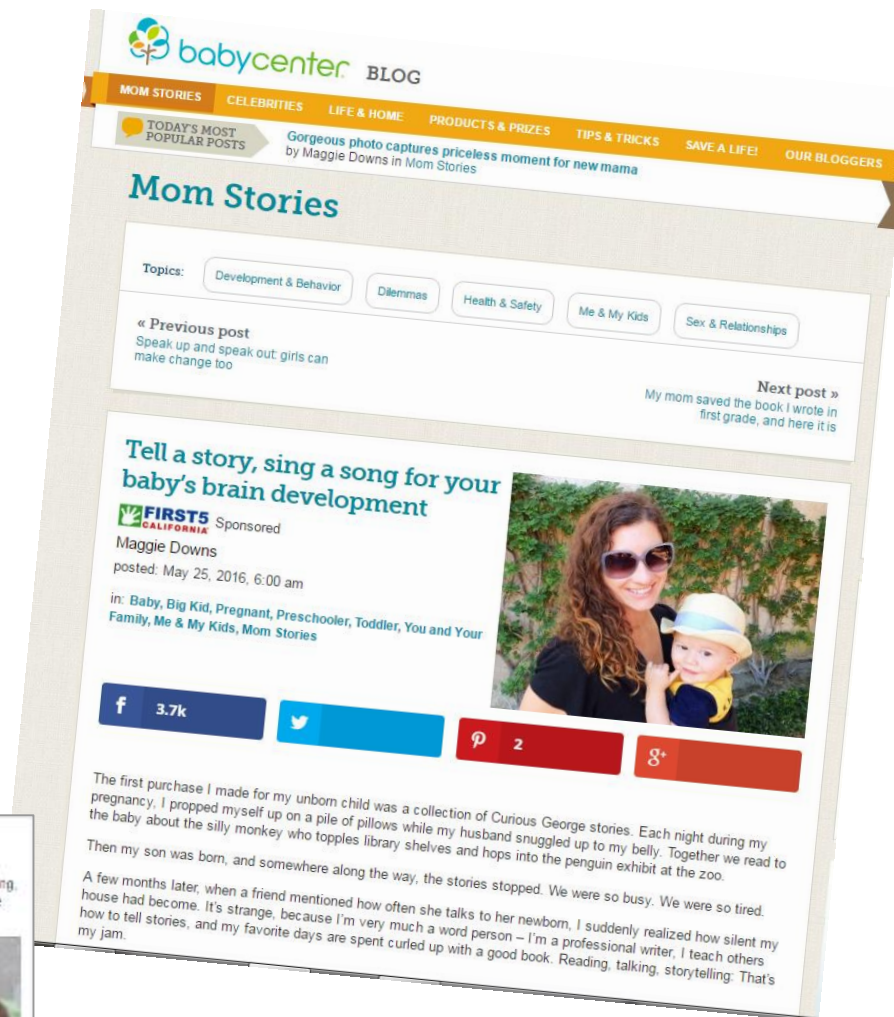
PANDORA



Digital Highlights

BabyCenter Partnership: Blog Post

- Maggie Downs, a California-based blogger, wrote about the importance of talking, reading, and singing to your child, and gave examples of how she interacts with her 3-year-old.
- Blog post was shared on BabyCenter's Facebook and Twitter with over 2.5 million likes/followers.




Trusted Voices: Social Media Influencers

Instagram

- To support First 5 California's Instagram profile, we joined forces with 12 influencers to create an army of advocates discussing #talkreading on this growing channel.
 - Three-week campaign leading up to Mother's Day, where influencers:
 - Supported Mother's Day sweepstakes with iHeartRadio
 - Posted baby photos with their mothers to leverage #ThrowbackThursday or #FlashBackFriday (#TBT or #FBF)
 - Educated their audiences about early brain development
 - First 5 California's Instagram followership doubled during campaign.
 - Generated 51.7 million impressions and 68,980 engagements (likes/comments).



 ginelee [Follow](#)

2,488 likes 2w

firsthand the positive impact that music has played in the lives of my children.

By exposing them to music early on, it really has ignited so many areas of their development, particularly their overall literacy and social and motor skills. Thank you Chris for being such a #brainbuilder for our kiddos...and I think, overall, at the end of the day, the one thing that music has provided is joy—joy for all of us.

When Chris breaks out his guitar and our children start singing and playing and acting silly they are clearly having fun. Everybody is happy, and that's something every mother wants to see.

Thank you @first5california for being such a great resource for all parents. #talkreading

here is a statistic from @first5california A child's brain grows faster than an adult's.

ellabrooksblog @shannon.horton I think the most important thing is to interact period. He definitely doesn't need an expert at that age in my opinion :) if you're aware and cautious about it then I'm sure you're doing a great job!

pinkandnavystripes So true!! Cute photo!! 🥰

shannon.horton @ellabrooksblog thanks. #firsttimemomworries



Social Media Influencer Spotlight: Dulce Candy

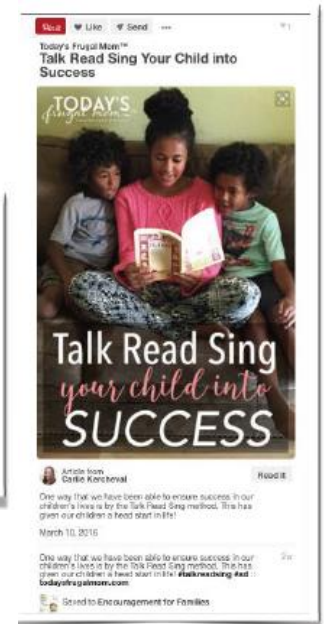
- One Instagram post from influencer Dulce Candy alone generated 16,835 likes – she stood out as a strong voice to help deliver our campaign message.
- An immigrant of Mexico, Dulce Candy is a successful YouTube influencer who connects with Hispanics, millennials, and general audiences.
- Partnered with Dulce to create a full-length CBS.com article, which shared snippets from her childhood, describing her mother's talking, reading, and singing and how it helped get her to where she is today.



Trusted Voices: Social Media Influencers

Bloggers

- Collaborated with 31 mommy bloggers across California to help deliver our messaging via authentic, credible voices.
 - Generated 768 stories and posts (including blog entries, Facebook, Instagram and Pinterest) surrounding #talkreadsing
 - Received strong engagement with 7,871 likes, comments and/or shares
 - Recorded 10,918 clicks to the First 5 California website
 - Average time spent per visit: 7 minutes, 40 seconds
- Campaign totaled more than 4 million impressions.



Trusted Voices: Social Media Influencers

YouTube

- Following our successful collaboration with “The Daily Bumps,” we partnered with the “Eh Bee Family,” an engaging YouTube family with **more than 1.7 million YouTube subscribers** and **over 10 million Facebook followers**.
 - Used their popular channels to demonstrate how they integrated *Talk. Read. Sing.* in their children’s upbringing starting from the moment they were born.
 - Used home videos of the family that showcased family engagement.
 - Campaign messaging was sprinkled throughout the video.
 - **YouTube Stats (Family posted video on July 7):**
 - 298,057 total video views to date
 - 7,949 total video likes to date
 - 1,098 total video comments to date
 - Spike in website traffic to First5California.com



Powering the Movement: In The Community

Ethnic and Multicultural Outreach: African American Community Outreach

- African American newspapers and their publishers are among the most trusted sources for authentic information and the voice for the Black community on civic, education, and political matters.
- Created partnerships with multiple publications to capitalize on influence of African American press and publishers in particular.
- Publishers wrote op-ed pieces.
- Ran print ads in 21 community newspapers in top-4 markets.

INGLEWOOD TODAY
WWW.INGLEWOODTODAY.COM

CITY PRIDE
MAGAZINE

LOS ANGELES
SENTINEL

Los Angeles
WAVE
NEWSPAPERS

THE POST-NEWS
GROUP
Oakland Post

OurWeekly™

BayView
National Black Newspaper

MORE THAN 80% OF A CHILD'S BRAIN
GROWTH IS COMPLETED BY AGE 3.

Talk. Read. Sing®
It changes everything™

Plant and grow the seeds of knowledge
and watch their tomorrow blossom.



Learn more at: First5California.com

First 5 California funds programs that educate parents and caregivers about
the critical role they play during a child's first five years.



Ethnic & Multicultural: African American Outreach Highlights

INGLEWOOD TODAY
WWW.INGLEWOODTODAY.COM

- Circulation over 40,000
- One half page two week run for the ad and one week run for the editorial

Page 8 Inglewood Today June 16, 2016
COMMUNITY

Talk. Read. Sing. African American Press, Leadership and Community Pass on Traditions to Next Generation

Talk. Read. Sing to your child for a smarter and happier baby.

I am Willie Brown, publisher of *Inglewood Today Weekly*. I take the time to talk, read and sing to my Goddaughter Isis to make sure the first five years of her life are enriched by boosting her brain development and ability to learn.

I know how important these first five years are. They are the time when imprinting occurs. It's the time of the fastest brain development.

Science has shown that there are trillions of brain-cell connections, called neural synapses that form in the brain during the first few years of a baby's life. Synapses that do not "connect" a baby's brain through early experiences, interactions and stimulation are unfortunately lost, and they don't come back.

Research tells us that a child's most intensive period for absorbing speech and language skills is during the first three years of life. These skills develop best in a world that is rich with sounds, sights, and consistent exposure to speech.



Willie Brown with his Goddaughter Isis

When children are read to, their brains build the neural connections that enable them to learn vocabulary. When adults and children read a favorite book again and again, connections in the child's brain become stronger and more complex.

Every time you read to your child, his or her brain makes connections and grows stronger, just like a muscle would through physical activity. Further, singing and music can have a positive effect on a child's

mood and strengthen certain thinking skills.

In the first years of a child's life, from birth to five years old, 90% of the brain develops. Simply by talking, reading and singing, you're coming to build connections in the brain that will be a positive impact in your child's life forever.

Statistics from a Harvard University study has shown that the roots of children's academic achievement gaps start long before children enter kinder-

Join us at Inglewood Today in partnership with First 5 California to be a part of **THE TALK, READ, SING.**® It changes everything!™ African American first in a series of multi-generational campaigns. They kicked off this aspect of the effort with our media, because of the critical role we play in educating, informing and championing our community and the importance of passing this legacy on to the next generation.

If you are a parent, grandparent or caregiver to a young child, you are your child's first teacher and you play an active role in your child's brain development. Take this valuable time in your child's life to talk, read and sing. Here's a thought, take our newspaper and read your favorite section to your child. Or read cookbooks out loud, share your favorite bible verse, sing the alphabet, name colors, read stories that pass on our history to preserve our traditions. All of this helps. And, we know how important it is to give our children every advantage possible while building stronger neighborhoods.

6 OurWeekly May 26 - June 1, 2016

Counting the Cost

■ **Bernie and the Donald: Angry White Men**

BY ALIYANNE MALVEAUX
TIME ENERGY WIRE



For all their dueling ideologies, Senator Bernie Sanders and "presumptive" Republican nominee Donald Trump are two sides of the same coin. Both of them are angry, so intensely so that they are inciting a destructive anger among their followers. When Republicans traveled and pushed and showed at Trump rallies, I never anticipated the flip side—the fistfights and rhetoric at Nevada caucuses, the likes of which might have put Trump terrified to shame. Both the Trumps Clumps and the Burning Bernies are being led by whining, angry, entitled White men, separated by ideologies, but joined by both outrage and naivete.

I don't think either Bernie or dsh Donald planned to get far along in the presidential process as they have so far. Senator Sanders proudly carries the redistributionist flag with rousing rhetoric about social and economic justice. His agenda seems to have to raise these issues aggressively, and he did. His presence in the campaign pulled Hillary back to the left and made her engage with constituencies she might otherwise have ignored. For all his success, I don't think Sanders expected to have more than 1500 delegates to his credit. And now that he has them he doesn't know what to do with them. Both he and dsh Donald are publicly frowning, signaling that they never had a winning, or graceful losing plan.

Secretary Clinton and her followers shouldn't be so hard on Bernie, though. While they should not demand that he get out of the race, he is well advised to tone his rhetoric down. I sat with women at the 2008 campaign who sobbed their way through then-Senator Clinton's concession speech and appeal for party unity. I debated a PUMA (Party Unity My Hand Party) activist who swore she would not support nominee Obama. In 2008, Hillary devotees were as passionate as Bernie devotees are now. The kumbaya moment comes in July or Philly, not just yet. It reflects poorly on the party.

Adrianne Williams is an author and community leader in Washington, D.C. Her latest book, "No We Better Off Race, Obama and Public Policy" is available via amazon.com and jmlnews.com

Practical Politics

■ **The politics of misplaced wisdom**

BY DAVID L. HORNE
OF COURTESY



Occupational consultant, activist, and health food entrepreneur Dick Gregory noted for frank, contrarian points of view, has recently had a new target: spreading the word that President Obama has just gone to the dark side and issued an Executive Order that gave himself unlimited authority, including the power to declare martial law anytime he saw fit. To the Gregory, then, the POTUS gave himself the power to ensnare any and all Americans, and that kind of authority was too dangerous for any one person to have. As an aside, he also mentioned that Mr. Obama may cancel the upcoming November 2016 election for a new POTUS and keep the job for himself with the new authority.

Gregory has mentioned this issue in several radio interviews and in a number of his more recent speeches. With all due respect to Gregory—a wise man who has been a wonderful voice in the wilderness for us for more than 60 years—he is absolutely wrong on this account.

Gregory cites E.O. 13603 as the culprit in this case. An E.O. President Obama signed in 2012, with a revised copy signed in 2013, E.O. 13603 had not a strategy for federal administrative offices and no authority over industrial and economic functions for the country in a case of a massive national crisis or debilitating emergency. The E.O. does indicate that the president would have extraordinary, but temporary, authority over most of the functional parts of the American system. The thing is, this is not new. Every president since 1959 has written a version of this same E.O. as authorized by the national legislation called the Defense Protection Act (DPA). President Obama's version merely tweaked what strategy was already there, so that there would be a clear chain of command and order of protocol in case of the nation being in dire straits.

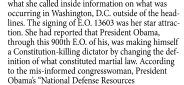
Additionally, the E.O. Obama signed was in concert with the pending Congressional reauthorization of the DPA, which was set to expire in 2014. Congress had passed the law, and the president did sign the reauthorized version of the DPA in September, 2014. Neither the revised law nor his E.O. connected to it gave the president any authority to declare martial law that is already provided to the president by U.S. Constitution.

How did Gregory—who is usually a more careful researcher—get this so wrong? This is comparable to his earlier advocacy that Obama was not the nation's first black president, citing the research of renowned scholar, LA Rogers. More careful historical research debunked that position.

Leave in or take out?

■ **OPED**

BY DAVID L. HORNE
OF COURTESY



Gregory and Rogers had identified a Mr. John Hunter, a Black colonial delegate who helped draft America's first Constitution, the Articles of Confederation (AOC), as this country's first president. However, the AOC had no such position. Under the AOC, Congress was the only government—there was no office of the president.

In this new situation, Tea-party activist and Texas Congressman Kay Granger had published what she called inside information on what was occurring in Washington, D.C. outside of the headlines. The signing of E.O. 13603 was her star attraction. She had reported that President Obama, through this 90th E.O. of his, was making himself a Constitution-killing dictator by changing the definition of what constituted martial law, according to the mis-informed congresswoman, President Obama's "National Defense Resources Preparedness" Executive Order amounted to martial law.

"This order gives an unprecedented level of authority to the President and the federal government to take over all the fundamental parts of our economy—the name of national security—in times of national emergencies. This means all of our water resources, construction services and materials (steel, concrete, etc.) our civil transportation system, food and health resources, our energy supplies including oil and natural gas—our firm equipment—will be taken over by the president and his cabinet secretaries. The government can also draft U.S. citizens into the military and force U.S. citizens to fulfill 'labor requirements' for the purpose of 'national defense,' all without any Congressional oversight."

As evidence for her announcement, the congresswoman then listed 12 of 13 Executive Orders previously signed by President Obama which led up to this final decision one. The problem is, all of the E.O.s, on that list are documents signed by previous presidents, not Obama. Her list goes all the way back to John Kennedy in the 1960s, and the list actually shows the progression of each president's version of bringing out a strategy for carrying on in case of the country's fundamental operations in case of a catastrophic emergency.

Some kind of way, Gregory got his hands on Congressman Granger's report (a report she has since repudiated and corrected), and took it as gospel. He has been an able and trusted resource. He is not, however, infallible, and yes, he can be gullible. He certainly was in this case. Age should not mean lazy research. If one is to be a spokesman for hope and change.

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Statistics from a Harvard University study has shown that the roots of children's academic achievement gaps start long before children enter kinder-

Talk. Read. Sing.

■ **African American press, leadership and community pass on traditions to next generation**

BY OWN STAFF

Talk. Read. Sing to your child for a smarter and happier baby.

Am David Miller, COO for Our Weekly newspaper. I take the time to talk, read and sing to my nephew Jackson, to make sure the first five years of his life are enriched by boosting his brain development and ability to learn.

I know how important these first five years are. They are the time when imprinting occurs. It's the time of the fastest brain development.

Science has shown that there are trillions of brain-cell connections, called neural synapses that form in the brain during the first few years of a baby's life. Synapses that do not "connect" a baby's



form in the brain during the first few years of a baby's life. Synapses that do not "connect" a baby's

brain through early experiences, interactions and stimulation are unfortunately lost, and they don't come back.

Research tells us that a child's most intensive period for absorbing speech and language skills is during the first three years of life. These skills develop best in a world that is rich with sounds, sights, and consistent exposure to speech.

When children are read to, their brains build the neural connections that enable them to learn vocabulary. When adults and children read a favorite book again and again, connections in the child's brain become stronger and more complex.

Circulation over 65,000
2-week 1/3 page ad run & 1-week editorial run

Ethnic and Multicultural: African American Outreach Highlights



A-4

LOS ANGELES SENTINEL

LOCAL

THURSDAY, JUNE 30, 2016

Reading and spending time with children plays a vital role in uplifting our community

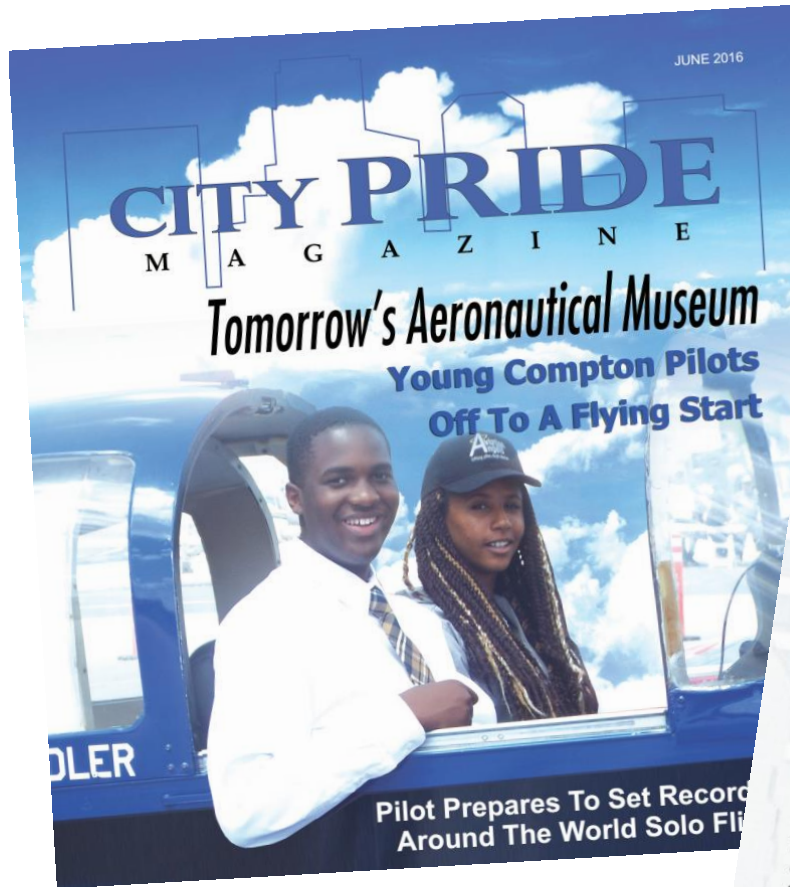


Danny J. Bakewell, Jr. Executive Editor of The Los Angeles Sentinel spends time with the students at Marcus Garvey School reading to the students and engaging in conversation with them about the importance of reading, doing their best in school and giving back to the community.

First 5 California editorial ran on highest readership day
- the Thursday before the primary election.



Ethnic and Multicultural: African American Outreach Highlights



- Full page - Photo of Assistant Publisher Jewel Jackson and her son, Jaden
- The editorial and ad had 2-month run in the magazine for June and July

Talk. Read. Sing.
It changes everything®

**African American Press,
 Leadership and Community
 Pass on Traditions to Next
 Generation**

I am Jewel Jackson, assistant publisher for City Pride Magazine. I take the time to talk, read and sing to my son, Jaden, to make sure the first five years of my son's life are enriched by boosting his brain development and ability to learn.

I know how important these first five years are. They are the time when imprinting occurs. It's the time of the fastest brain development.

Science has shown that there are trillions of brain-cell connections, called neural synapses that form in the brain during the first few years of a baby's life. Synapses that do not "connect" in a baby's brain through early experiences, interactions and stimulation are unfortunately lost, and they don't come back.

Research tells us that a child's most intensive period for absorbing speech and language skills is during the first three years of life. These skills develop best in a world that is rich with sounds, sights, and consistent exposure to speech. When children are read to, their brains build the neural connections that enable them to learn vocabulary. When adults and children read a favorite book again and again, connections in the child's brain become stronger and more complex. Every time you read to your child, his or her brain makes connections and grows stronger, just like a muscle would through physical activity.

Further, singing and music can have a positive effect on a child's mood and strengthen certain thinking skills.

In the first years of a child's life, 90% of the brain develops. Simply by talking, reading and singing, you're helping to build connections in the brain that will be a positive impact in your child's life forever.

Statistics from a Harvard University study have shown that

I fondly recall when my parents (or someone else) would talk, read and or sing to me building my curiosity and eagerness to learn, a foundation for learning that has guided me through my studies and ultimately my career.

Join us at City Pride Magazine in partnership with First 5 California to be a part of the "TALK.READ.SING.® It changes everything" campaign (African American first in a series of multi-generational campaigns). They kicked off this aspect of the effort with our media, because of the critical role we play in educating, informing and championing our community and the importance of passing this legacy on to the next generation.

If you are a parent, grandparent or caregiver to a young child, you are your child's first teacher, and you play an active role in your child's brain development. Take this valuable time in your child's life to talk, read and sing. Here's a thought: take our magazine and read your favorite section to your child. Or read your cookbooks out loud, share your favorite bible verse, sing the alphabet, name colors or read stories that pass on our history to preserve our traditions. All of this helps. And, we know how important it is to give our children every advantage possible while building stronger neighborhoods.

To participate in this campaign, send in a photo of you talking, reading or singing to your infant or child up to age 5 and email it to us at citypridemag@gmail.com. We will use your photo as part of a collage of our readership. The photo will appear in a



Ethnic and Multicultural: Asian American Community Outreach

Developing More Trusted Voices in the Community:

- CBO Partners confirmed for Roundtables in July/August 2016:
 - Koreatown Youth & Community Center (Korean, Los Angeles)
 - Asian Health Services (Pan-Asian, Oakland).
 - South Asian Network (South Asian, Artesia).
 - Stone Soup (pending) (Hmong, Fresno)
- “How Did I Get Here?” campaign local spokespersons secured.
 - Dr. Fenglaly Lee, Obstetrician in Fresno

Upcoming Summer Reading Program:

- Library Reading Tour – 10 library readings in August
 - Garden Grove Library: Tuesday, August 2, 11 a.m.
 - Artesia Library: Friday, August 5, 11 a.m.
 - National City Library: Monday, August 8, 6 p.m.
 - Fullerton Library: September (TBD)
 - Oakland Library: (TBD)
- Readers include local elected officials, firefighters/police, musicians, and community leaders.



In the Community: Pediatrician Offices

- Engaged with parents and children during appointments via fun bilingual activities on exam table paper with customized crayons.
- Reinforced *Talk. Read. Sing.* messaging through simple, easy-to-read bilingual posters in examination rooms.



In the Community: The First 5 Express

- **The First 5 Express:**

- Continues to serve as the premier hands-on experience for *Talk. Read. Sing.* education and one-on-one interaction.
- Provides parents with tools and motivation to carry out talking, reading, and singing at home.
- Asks parents to share their stories with our staff and talk about their goals and aspirations for their children.
- Creates a fun and memorable experience that will resonate and sustain behavior change beyond the visit.
- Inspires the continuation of talking, reading, and singing at home through activities and giveaway items.



In the Community: The First 5 Express

- Since the September 15, 2015, tour launch, the Express has:
 - Visited 58 counties and participated in 132 total events
 - Received 66,500 one-on-one interactions
 - Distributed 105,600 resources
 - Recorded 820 karaoke sing-alongs
 - Generated 10.9 million total tour impressions



Powering the Movement:

Broadening Our Reach



National “Books Across America” Drive with Dr. Oz

- First 5 California served as the inspiration for “Books Across America,” a nationwide book drive launched by Dr. Oz, fueled by UPS, Scholastic, and WIC.
- George Halvorson appeared on “The Dr. Oz Show” and discussed findings in his new book, including the fact that more than half of the lowest income homes do not have books for their children.
- On the show, Mr. Halvorson and Dr. Oz announced “Books Across America” to help get more books into the hands of families in need.
- Fraser Communications orchestrated every moving part behind this national initiative, bringing counties on board to help spearhead involvement on a statewide level.
- Program served as a powerful platform to give our *Talk. Read. Sing.* campaign national attention.



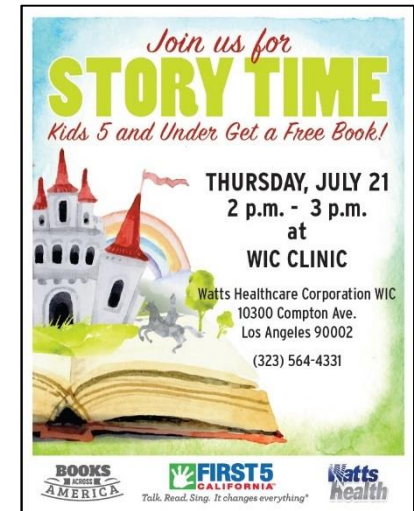
National “Books Across America” Drive with Dr. Oz

- Press releases, social media posts, and other tools were developed and adapted for county use.
- Worked with social media influencers to spread campaign and post their own donations to help spur excitement within their own audiences.
- Book drive resulted in more than **3,200 participating UPS locations** and nearly **45,000 book donations**, benefitting **740 WIC offices** nationwide!



National “Books Across America” Drive with Dr. Oz

- July 21 – Visit to Watts Healthcare Corporation: WIC to distribute 200 books donated by Fraser Communications and the Dr. Oz studio audience.
- Coordinated with the local Watts librarian to conduct story time and pass out several books to each child in attendance.
 - Library also signed children up for their first library cards
- 50 children, parents, and caregivers attended the story time event.
- *LA City View* Channel 35 covered the event.



Campaign Chatter: Our Message is Going Mainstream

- Talk. Read. Sing. is more than a campaign – it's now part of genuine banter and conversations among parents and the media.
 - Phrase has been mentioned specifically in major online message boards and discussed on national television with celebrities like Ellen, Mila Kunis, and Kristen Bell.



Alt2

Posted 05/05/2016

Mine turned 6 mo a week ago and isn't really babbling. I'm more surprised than anything. She seems to be further along in motor skills than verbal, which I totally thought would be opposite. I'm a teacher (SAHM) for the time being. I talk, read, sing ALL day. And our family talks ALL the time. For some reason, she's more into rolling and trying to crawl. They'll get it someday tho. They're putting a lot together in those little brains that we can't see. Someday, it'll all come together!



cc5sh

Posted 05/17/2016

Talking, reading, and singing are great ways to interact with a newborn.



Of course reading aloud doesn't mean you are a great parent. But there is plenty of scientific evidence supporting the importance of reading out loud. (I think singing has some of the same effects, though; there's a reason why California currently has a parenting campaign to get parents to "Talk. Read. Sing.")



New TV Spot Overview and Review



Real People, Real Stories: Expanding our Creative.

FIRST 5 CALIFORNIA TV - "FROM THE MOMENT THEY'RE BORN"



Real People, Real Stories: Expanding our Creative.

FIRST 5 CALIFORNIA TV - "FROM THE MOMENT THEY'RE BORN"



Version 2



Real People, Real Stories: Expanding our Creative.

FIRST 5 CALIFORNIA TV - "IF WE DON'T"



Version 1



Real People, Real Stories: Expanding our Creative.

FIRST 5 CALIFORNIA TV - "IF WE DON'T"



Version 2



THANK YOU

Questions?